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Name.....

Reg. No.....

SIXTH SEMESTER B.A. DEGREE EXAMINATION, MARCH/APRIL 2016
(UG—CCSS)

English

EN 6B 4—WRITING FOR THE MEDIA

Maximum : 30 Weightage

Time : Three Hours

I. Answer the following bunch of questions :-

(A) 1 The sending and receiving of messages through chosen channels is called :

- (a) Propaganda. (b) Advertising.
(c) Communication. (d) Circulation.

2 _____ is an article or a write up intended to voice the opinion or perspective of the writer.

- (a) Feature story. (b) News story.
(c) Propaganda. (d) Editorial.

3 A _____ is a person who corrects and checks articles in a newspaper before they are printed.

- (a) Sub-editor. (b) Senior editor.
(c) Trainee. (d) Editor.

4 _____ style provides guidelines for news writing.

- (a) MLA. (b) AP.
(c) Chicago. (d) APA.

Fill in the blanks :

(B) 5 _____ is the basic element of all plots in cinema.

6 _____ mike will pick up sounds from all directions.

7 A typical news reel of the 1930's was about _____ long.

8 _____ lead does not identify the person in the story immediately.

(C) Answer the following in a word or phrase :

9 Name the three basic movements of a movie camera.

10 What is a promo ?

Turn over

- 11 Name the method of writing in which all the references to an idea made by a person is placed together in a single paragraph.
- 12 What is the name given to a full length commentary on people and slices of their lives ?
(12 × ¼ = 3 weightage)

II. Answer the following questions in one or two sentences each :—

- 13 What is a linear Media ?
- 14 What is a byline ?
- 15 Story board.
- 16 What is the purpose of a script in film making ?
- 17 Internet.
- 18 Surrogate Ad.
- 19 Name any *two* techniques used in outdoor advertising.
- 20 Sponsorship.
- 21 Features of a film review.

(9 × 1 = 9 weightage)

III. Answer any *five* of the following questions in a paragraph of 100 words each :—

- 22 What are the different types of Leads ?
- 23 Structure and format of Radio discussions.
- 24 What are the differences between linear and non-linear media ?
- 25 Why Radio is called the "theatre of the mind" ?
- 26 Rules to be followed while writing an e-mail.
- 27 What are classifieds ?
- 28 What are the qualities needed for a news story ?

(5 × 2 = 10 weightage)

IV. Answer any *two* of the following in 300 words each :—

- 29 Write an essay on the significance of advertisements in the present scenario.
- 30 Write an essay on the different forms of Digital Media.
- 31 Outline the strengths and weaknesses of advertising in Print Media.

(2 × 4 = 8 weightage)